

Delegated Report			Expiry Date:	23/08/2018
Officer		Application Number(s)		
Matthias Gentet		2018/3061/A		
Application Address		Application Type:		
80 Rossllyn Hill London NW3 1ND		Advertisement Consent		
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			Refuse Advertisement Consent with Warning of Prosecution Action to be Taken	
Proposal(s)				
Display of 3 x externally illuminated fascia signs, 3 x non-illuminated fascia signs and a non-illuminated project sign [Retrospective].				

Consultations

An objection from the **Heath and Hampstead Society** was received, as follow:

This application gives an opportunity to improve an existing upper shop-front that has - through its excessive use of vivid yellow and at a height much greater than adjacent shop-fronts stood out `like a sore thumb` quite needlessly on this prominent corner.

The excellent set of objections from the Hampstead Forum states how this application fails to meet The Hampstead Neighbourhood Plan in any way (Policies EC2 (5,7 & 8) etc. and, of course this crude application does not meet the standard expected in a Conservation Area.

The height of the shopfront should be reduced to the height of neighbouring shops, the use of large areas of vivid colour should be reduced and the scale and size of lettering should be reduced.

There is no reason why a house style should not be capable of being adjusted to suit different sorts of areas - any good designer could do so. This opportunity should not be missed - please refuse.

Officer's Response:

See paragraphs 3.1 to 3.22 in the below report.

Summary of consultation responses:

An objection from **The Hampstead Neighbourhood Forum** was received, as follow:

The Hampstead Neighbourhood Plan (HNP) supports development of the Hampstead Town Centre that contributes positively to the character and visual quality of the area. The HNP recently passed referendum with 91.5% in favour.

The new signage, erected without planning permission, is contrary to HNP Policy EC2 on a number of points:

- EC2 (5) requires all "house-style" signage to be sensitively adapted to the streetscape.
- EC2 (7) declares that where possible, timber fascias should be used on traditional shop fronts with either painted lettering or applied individual letters of another material.
- EC2 (8) asserts that excessive signage will not be supported and generally signage should be limited to one fascia sign and one projecting sign at ground level.
- Paragraph 7.21 states that lighting should be discreet and the minimum to allow the sign to be seen at night. The size of lettering and logos should be in proportion to the detailing of the building.
- Paragraph 7.22 further states that "the house-style of multiple stores will often not be acceptable as they general involve the use of designs and materials not visually related to, or developed, the conservation area context".

The new signage erected is out of scale and excessive, extending to both sides of the shop, and the materials and colours used are inappropriate for the setting. The lighting is also excessive and the logo out of scale with the

streetscape and the rest of the modest building.

Snappy Snaps has failed to adapt its corporate style to its setting as required by the HNP and is out of context with the rest of the terrace.

The previous signage on the Snappy Snaps façade, which occupies a prominent corner in the Town Centre, also failed to contribute positively to the Hampstead Conservation Area. In fact, the HNP includes a photo of the old Snappy Snaps façade as an example of the inappropriate use of materials and unsympathetic treatment of architectural details (the Plan also presents examples of appropriate façades). The new signage, in brighter, bolder colours and materials, is even more of a detriment to the Town Centre and the conservation areas.

The Hampstead Neighbourhood Forum urges Camden Council to reject this application and recommends that Snappy Snaps conceives a plan more fitting to the Plan area.

Officer's Response:

See paragraphs 3.1 to 3.22 in the below report.

Site Description

The site address is a 3-storey C19 red brick end of terrace building, situated on the corner of Willoughby Road with Rosslyn Hill and where Hampstead High Street begins to the west. The property is sitting on the north side of Rosslyn Hill and is in Hampstead Conservation Area with a commercial unit at ground floor level and residential flats to upper floors.

Although the building is not listed, it is noted to be a 'Positive Contributor' in the Hampstead Conservation Area Appraisal. It is also facing onto Fitzjohn & Netherhall Conservation Area to the south.

Relevant History

Site History:

9080833 – (granted on 26/03/1992) - The display of externally illuminated sub-fascia signs on Rosslyn Hill and Willoughby Road frontages.

9005705 – (granted on 26/03/1992) - Installation of new shopfront.

8700327 – (**refused** on 08/11/1989) - Installation of new shop front [The proposed shop front would have an adverse effect on the appearance of the building and the visual amenity of the area, and would be contrary to the Council's policy for the control of shop fronts within the Hampstead Village Conservation Area. A **recommendation for Enforcement Action** will be tabled at the Committee meeting.]

Site Enforcement History:

EN18/0347 - Possible unauthorised change of signage: strip lighting, projecting sign, larger fascias covering window – Ongoing.

Adjacent Sites History:

Rosslyn Hill

No40

2006/5465/A – (refused on 16/04/2007) - Display of 3 halo illuminated fascia signs and two internally illuminated projecting signs on both frontages.

No48

2012/4337/A – (**refused** on 28/11/2012) - Display of externally illuminated fascia sign, two internally illuminated menu box signs, and non-illuminated branded awning.

Relevant policies

National Planning Policy Framework 2018

The Draft London Plan 2017

Camden Local Plan 2017

D3 – Shopfronts

D4 - Advertisements

Camden Planning Guidance 2018 (as amended)

CPG (Advertisements)

CPG1 (Design) – Chap 7

Hampstead Neighbourhood Plan 2018

Policy EC2 (Contributing positively to the retail environment)

Hampstead Conservation Area Appraisal (October 2001)

Fitzjohns & Netherhall Conservation Area Appraisal (February 2001)

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Assessment

1. Proposal and Background

1.1 Advertisement Consent is sought for the display of 3no externally illuminated fascia signs, 3no non-illuminated fascia signs and a non-illuminated project sign. The ground floor elevation is comprised of 2 areas of fascia – an upper level primary fascia set (on two elevations and the corner) just below the 1st floor windows and a lower ‘sub-fascia’ set which forms part of the shopfront. These are referred to herein as the ‘upper fascia’ which is to be externally illuminated and the ‘sub-fascia’ which is proposed to be non-illuminated. The projecting sign is to be displayed on the right of the ‘upper fascia’ the on Rosslyn Hill elevation.

1.2 It must be noted that the premises are the subject of an enforcement case – reference: EN18/0347 [See Relevant History above], opened to address the unauthorised display of all the signs forming part of this application. In view of this, the proposal is therefore now for a retrospective Advertisement Consent. Furthermore, the previous fascia and projecting signs were also unauthorised and would have been first displayed in 2011/2012 along with the replacement of the previous 3no trough lights with 5no spotlights. These have now been in turn replaced by 3no trough lights.

- 1.3 Some elements of the shopfront have also been subjected to unauthorised alterations such as the stall riser which has been increased in height and consists now of 2no blank/plain panels and the replacement of the approved 2no glazed section window display on Willoughby Road with the now 3no glazed section window display.
- 1.4 The proposal has been assessed based on the details provided as part of the original submission, consisting mostly of photographs, a photo montage and a sketch of poor quality. Although basic, and short of the required elevations drawings that are normally required, the submitted details are sufficient to assess the scheme. Bearing in mind that the works have already taken place, a site visit has allowed a full understanding of the impact of the development. However, any measurements provided within this report are based on the annotated measurements provided on one drawing. The lack of scale bar and other elevation drawings render the checking the accuracy of all relevant measurements not possible.
- 1.5 The submitted details within the application form indicate only one externally illuminated fascia and one non-illuminated projecting sign have been added. Going by the submitted details of new signage as well as confirmation that the new signs have already been put up following the site visit, the description of the development has been amended as now stated in Proposal above and on the draft decision.
- 1.6 Discussions between the Council and the applicant have taken place with the aim of addressing the concerns raised by officers, initially with regards the unacceptability of the size, design, materials and location of the sub fascia of fascia signs. A revised proposal was put forward whereby the sub fascia of fascia signs were removed from the proposal, leaving the externally illuminated upper fascia signs set with the non-illuminated projecting sign. However, it was felt that, despite the clear improvement the reduction in the number of fascias adorning the shopfront would bring, the remaining fascias at upper level would still fall short of the quality of design, material and construction expected in such a sensitive location.
- 1.7 No further revisions have been received and as such, the original details – as submitted – are to form part of this assessment which will also include the assessment of the new trough lights in terms of their impact on the visual amenity.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

2. Assessment

- 2.1 The principle considerations in the determination of both applications are:
- Visual Amenity (Design and Heritage)
 - Public Safety

3. Visual Amenity (Design and Heritage)

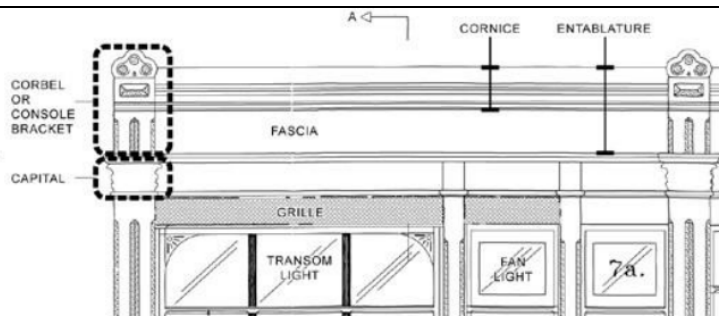
- 3.1 CPG (Advertisements) states that '*Advertisements in conservation areas and on or near listed buildings require detailed consideration given the sensitivity and historic nature of these area or buildings. Any advertisements, of whatever type, on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.*'
- 3.2 CPG1 (Design) also states that '*The fascia should be of a suitable size and proportion in relation to the building and should not normally extend above the cornice or below the capital as it would upset the overall balance and proportions of a shopfront or parade.*'

- 3.3 Policy D4 (Advertisements) states that *'The Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail. The Council will support advertisements that preserve the character and amenity of the area and preserve or enhance heritage assets and conservation areas.'* It further states that *'Advertisements and signs should be designed to be complementary to and preserve the character of the host building and local area. The size, location, materials, details and illumination of signs must be carefully considered. The Council will resist advertisements where they contribute to or constitute clutter or an unsightly proliferation of signage.'*
- 3.4 Policy D3 (Shopfronts) states that *'Shopfronts form an essential part of the character and attractiveness of many areas in Camden. We will seek to protect existing shopfronts that make a significant contribution to the appearance and character of an area, for example through their architectural and historic merit.'*
- 3.5 Policy EC2 of The Hampstead Neighbourhood Plan 2018 states that *'All "house-style" signage should be sensitively adapted to the streetscape. Internally illuminated projecting signs will not be supported. Signage should either be non-illuminated or externally illuminated, though "halo lit" or illuminated letters may be acceptable if subservient to the general design. Where possible timber fascias should be used on traditional shop fronts with either painted lettering or applied individual letters of another material. Excessive signage will not be supported and generally signage should be limited to one fascia sign and one projecting sign at ground level. The visual clutter of shop fronts should be minimised.'* It goes on further by stating that *'On 19th century buildings, a painted timber fascia with painted lettering or letters in another material would be the most appropriate.'*
- 3.6 It must be noted that the shopfront of the site address is referred to – amongst others - in The Hampstead Neighbourhood Plan 2018 as *'Inappropriate use of materials and unsympathetic treatment of architectural details.'*

Fascia Signs

'Upper fascia'

- 3.7 The 'upper fascia' of fascia signs consist of 3no individual aluminium fascias panels – one on Rosslyn Hill elevation, one on the apex elevation above the corner entrance door and one on Willoughby Road elevation. Each fascia panel would measure approximately 4.26m in width by 1.05m in height and approximately 2-3mm in thickness, 1.45m in width by 1.05m in height and 2-3mm in thickness, and 3.6m in width by 1.05m in height and 2-3mm in thickness respectively. Each section would be illuminated by light troughs affixed to the top of each fascia panels of similar width to their allocated fascia panel.
- 3.8 It is unclear how the fascia panels are actually attached to the upper part of the commercial frontage, however it appears that the fascias are affixed onto an existing frame that was previously finished in white panels, across the full width of the elevations. This is considered to be the original position of the fascia onto Willoughby Road and Rosslyn Hill elevations and based on the historical design of the building and Camden design guidance, is the preferred, traditional, position for advertisements., as shown below:



3.9 Although the proposed 'upper fascia' would be displayed in the correct area within the elevation, the size, design and material of the signs have produced unattractive advertisements that are poor quality in appearance and unsympathetic to the host building which is a positive contributor to the Hampstead Conservation Area. The letters forming the advertisement itself span most of the full width of the fascia aluminium panels, producing crude and incongruous features that detract from the appearance of the building.

3.10 The 'upper fascia' fascia signs are unsympathetic additions and visually clutter the elevations. It would be expected in such location that any signage should be finished in timber, with individual lettering and/or logos, in keeping with the sensitive requirements associated with the conservation area and the building. The fascia should also be contained within the cornice and the base of the corbel and not 'spill' onto the below shopfront area as indicated in CPG1 (Design) chapter 7.

3.11 By virtue of their size, design, materials to be used and location, the upper fascia would have a detrimental impact on the character and appearance of the host building, contrary to policies D1, D2 and D4 and policy EC2 of The Hampstead Neighbourhood Plan 2018.

'Sub fascia'

3.12 The 'sub fascia' of fascia signs consist of 3no individual aluminium fascia panels – one on Rosslyn Hill elevation, one of the apex elevation and above the entrance door and one on Willoughby Road elevation. Each fascia panel would measure approximately 4.09m in width by 0.8m in height and approximately 2-3mm in thickness, 1.55m in width by 0.8m in height and 2-3mm in thickness, and 3.57m in width by 0.8m in height and 2-3mm in thickness respectively.

3.13 The 'sub fascia' panels are within the traditional shopfront elevation. The shopfront front design approved in 1992 (reference: 9005705) introduced a sub-fascia area with adverts indicated, although it is considered that this is a preferred location to provide an advert-free separation zone between the primary fascia area and the shopfront.

3.14 The combination of the primary and sub-fascias create an over dominant 'bulkhead' that appears to protrude or project away from the shopfront. They are of poor quality and unattractive and as such detract from the architectural merit of the host building.

3.15 Despite being slightly set back from the 'upper fascia' fascia signs, the 'sub fascia' fascia signs are visually cluttering the shopfront. It is considered that a sympathetic response to the character and appearance of the host building should omit all signage in the sub-fascia zone.

3.16 By virtue of their size, design, materials to be used and location, the 'sub fascia' advertisements would have a detrimental impact on the character and appearance of the host building, contrary to policies D1, D2 and D4 and policy EC2 of The Hampstead Neighbourhood Plan 2018.

- 3.17 The proposed projecting sign would measure approximately 0.7m in height by 0.7m in width and 7mm in depth (thickness). It would be attached by means of a bracket to the right of the Rosslyn Hill upper fascia, near the end. Details of the projecting sign have not actually been provided. The measurements used in this report are based on the measurements provided in the application form. However, photographic evidence shows the projecting sign to be rectangular yet the measurements clearly depict a square sign. It is assuming that the measurement of the width include the width of the bracket which, altogether, would probably equate to 0.7m.
- 3.18 Despite the disparity of submitted details regarding the projecting sign, and using the photographic evidence as supporting details, the projecting sign is considered to be acceptable in terms of its location and non-illumination.

Trough Lights

- 3.19 The 3 trough lights are to externally illuminate the 'upper fascia' of fascia signs. They would be affixed onto the upper fascia panels, at the top. They are replacing previously five unauthorised spot lights, would be painted black and spanning most of the width of the upper fascias. Due to the distance between the trough lights and the 'sub fascia' of fascia signs, it is considered that they would directly illuminate the 'upper fascia' of fascias. The 'sub fascia' of fascia is therefore considered to be non-illuminated.
- 3.20 CPG (Advertisements) goes on to state that '*The type and appearance of illuminated signs should be sympathetic to the design of the building on which it is located. The method of illumination (internal, external, lettering, neon, etc.) should be determined by the design of the building.*' It also further states that '*Externally illuminated signs should be unobtrusively sized and sited. Spotlights and trough lights should be fixed and sized as discreetly as possible.*'
- 3.21 Due to the excessive width of lettering advertisement on each of the upper fascias, it is required that the trough lights match the actual advertisement area on the fascia. This is resulting in bulky and unattractive fixtures that should be affixed to the building just above the cornice, and not directly onto the fascia panels.
- 3.22 The trough lights are large, unsympathetic and conspicuous additions that would detract from the character and appearance of the building, contrary to policies D1, D2 and D4 and CPG (Advertisements).

4. Public Safety

- 4.1 Policy D4 (Advertisements) states that 'Advertisements will not be considered acceptable where they impact upon public safety, including when they obstruct or impair sight lines to road users at junctions and corners, reduce the effectiveness of a traffic sign or signal, result in glare and dazzle or distract road users and/or distract road users because of their unusual nature.'
- 4.2 The method of illumination of the 'upper fascia' fascia signs are commonly used and present no safety issues or concerns. The proposal is, on this point, considered acceptable.

5. Conclusion

- 5.1 The proposed fascia signs and trough illumination, by virtue of their size, design, materials and locations, would be visually intrusive and unsympathetic to the character and appearance of the host building and the Hampstead Conservation Area, contrary to policies D1, D2, and D4

of the Camden Local Plan 2017 and policy EC2 of The Hampstead Neighbourhood Plan 2018.

6. Recommendation

6.1 Refuse Advertisement Consent with Warning of Prosecution Action to be Taken.